

Sullivan Thomas Patrick
 Form 4
 August 26, 2011

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549**

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
 Sullivan Thomas Patrick

(Last) (First) (Middle)

C/O STURM, RUGER & COMPANY, INC., ONE LACEY PLACE

(Street)

SOUTHPORT, CT 06890

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

STURM RUGER & CO INC [RGR]

3. Date of Earliest Transaction (Month/Day/Year)

08/26/2011

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

___ Director ___ 10% Owner
 Officer (give title below) ___ Other (specify below)
 VP of Newport Operations

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 ___ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V | Amount | Price | |
| Common Stock | 08/26/2011 | 08/26/2011 | M ⁽¹⁾ | | 40,000 | \$ 6.85 | 75,826 D |
| Common Stock | 08/26/2011 | 08/26/2011 | F ⁽¹⁾ | | 20,157 | \$ 31.22 | 55,669 D |
| Common Stock | 08/26/2011 | 08/26/2011 | M ⁽¹⁾ | | 15,000 | \$ 13.39 | 70,669 D |
| Common Stock | 08/26/2011 | 08/26/2011 | F ⁽¹⁾ | | 9,556 | \$ 31.22 | 61,113 D |
| Common Stock | 08/26/2011 | 08/26/2011 | M ⁽¹⁾ | | 15,000 | \$ 8.23 | 76,113 D |

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| | | | | | | | | |
|--------------|------------|------------|-------------------------|-------|---|----------|--------|---|
| Common Stock | 08/26/2011 | 08/26/2011 | <u>F</u> ⁽¹⁾ | 7,981 | D | \$ 31.22 | 68,132 | D |
| Common Stock | 08/26/2011 | 08/26/2011 | <u>M</u> ⁽¹⁾ | 5,864 | A | \$ 8.69 | 73,996 | D |
| Common Stock | 08/26/2011 | 08/26/2011 | <u>F</u> ⁽¹⁾ | 3,175 | D | \$ 31.22 | 70,821 | D |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------|---------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Share |
| Employee Stock Option (Right to Buy) | \$ 6.85 | 08/26/2011 | 08/26/2011 | <u>M</u> ⁽¹⁾ | 40,000 | <u>(2)</u> 08/14/2016 | Common Stock | 40,000 | |
| Employee Stock Option (Right to Buy) | \$ 13.39 | 08/26/2011 | 08/26/2011 | <u>M</u> ⁽¹⁾ | 15,000 | 04/28/2010 04/24/2017 | Common Stock | 15,000 | |
| Employee Stock Option (Right to Buy) | \$ 8.23 | 08/26/2011 | 08/26/2011 | <u>M</u> ⁽¹⁾ | 15,000 | 04/28/2009 04/28/2018 | Common Stock | 15,000 | |
| Employee Stock Option (Right to Buy) | \$ 8.69 | 08/26/2011 | 08/26/2011 | <u>M</u> ⁽¹⁾ | 5,864 | 03/02/2010 03/02/2019 | Common Stock | 5,864 | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|--------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Sullivan Thomas Patrick C/O STURM, RUGER & COMPANY, INC. ONE LACEY PLACE SOUTHPORT, CT 06890 | | | VP of Newport Operations | |

Signatures

/s/ Leslie M. Gasper,
attorney-in-fact

08/26/2011

**Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Represents cashless exercise of vested stock options.

The options were exercisable in five installments of 20,000 shares each. The annual installments became exercisable on August 14, 2007, August 14, 2008, August 14, 2009, August 14, 2010 and August 14, 2011, respectively. Mr. Sullivan has now exercised all options from this award.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.